

EXCHANGING IDEAS

Every Clean City has found unique ways to communicate its messages.

In **Lancaster, CA**, the Clean Cities Coalition is building informative kiosks at six electric recharging stations.

In **New York City** Clean Cities stakeholder Brooklyn Union tallied the year-end results and issued a press release stating that New York had 2,200 operating natural gas vehicles (NGVs) which had displaced 1,000,000 gallons of gasoline/diesel in 1995.

Philadelphia will court new stakeholders with an invitation to a dinner featuring prestigious speakers on the importance of being involved with Clean Cities.

VIDEOS

The video of the Clean Cities Stakeholders Meeting and Conference held in St. Louis last

The *Clean Cities Communicator* will collect ideas, salute their creators, and report innovations to you periodically. A communication success in one city may be just the idea to spark what is needed somewhere else. To be productive, we need everyone in the loop. Keep me informed of your efforts -- new or not -- in PR, marketing, education, and any outreach projects. Success Stories, such as the two published in this issue, are especially worthwhile. Please write, phone, or fax Alan Smith, Clean Cities PR Advisor, 1900 Odyssey Drive, Wilmington, NC 28405; phone (910) 256-1276; fax (910) 256-1274.

September is complete. The video includes highlights of the conference, including keynote speakers and most panelists. We are mailing copies of the video to the Clean Cities Coordinators.

At least 15,000 copies of the *Road to Clean Air* video starring Lindsay Wagner are in circulation. The exact count is uncertain because master tapes were once sold to companies that made their own copies. The informative program, produced by the Natural Gas Vehicle Coalition, is used in marketing, education, and public relations. The U.S. Postal Service in Denver is one of the latest users. New drivers of NGVs are loaned a copy to view at home, with family; the video highlights the advantages of driving with a clean, domestic fuel. Copies are available from the NGV Coalition for \$4 each. To request a copy, call (703) 527-3022.

The *EV-Ready Market Launch* video was prepared for the EV-Ready Workshops in partnership with the Electric Transportation Coalition and the Clean Cities Program. The video features Secretary of Energy Hazel O'Leary and Secretary of Transportation Federico Peña. To request a copy, contact **Marcy Rood** at (202) 586-8161.

Know of other useful videos? Let us know.

ROLL-OUTS

Both **Philadelphia** and **Atlanta** rolled out the new Chrysler 1996 NGVs. Philly combined the new car introductions with the opening of a new PAF natural gas refueling station. Invitations drew fleet managers and politicians to a "pig roast." TV coverage brought in inquiries from a wide circle around Philly including New Jersey.

Atlanta prepared fleet managers by sending "Facts by Fax" in the weeks preceding the roll-out. CNN used the Atlanta roll-out in a 10-minute segment of *Future Watch*. Another ten minutes

highlighted electric vehicles. Contact **Kent Ingleheart**, Atlanta Clean Cities Coordinator, for a copy of the video at (404) 261-0804.

MARKETING

The most difficult part of making the switch to clean fuels is closing the sale. Janis Pierce, who is in charge of marketing NGVs at Mountain Fuel Supply Co. in Salt Lake City, has created two excellent programs that have succeeded in doing this. Here are the first winning Case Histories to be reported in the *Clean Cities Communicator* as reported by Janis. For more information about these case histories, contact Janis at (801) 534-5232.

Ride and Drive Workshop

Mountain Fuel Supply Co. (MFS) orchestrated a unique educational forum for its potential natural gas vehicle customers (and potential Clean Cities stakeholders) on the benefits of clean NGVs with its Ride and Drive Workshop.

The company mailed invitations to potential customers to attend the day-long workshop, offering to waive the \$75 registration fee if attendees provided fleet data a couple of weeks in advance. Most of the 80+ companies represented at the workshop took advantage of the offer. Each attendee then received an economic analysis on his/her fleet converting to operation on natural gas. The report was included with the registration materials distributed the morning of the workshop. MFS sales representatives were available during the day to explain any details or answer the questions of potential purchasers.

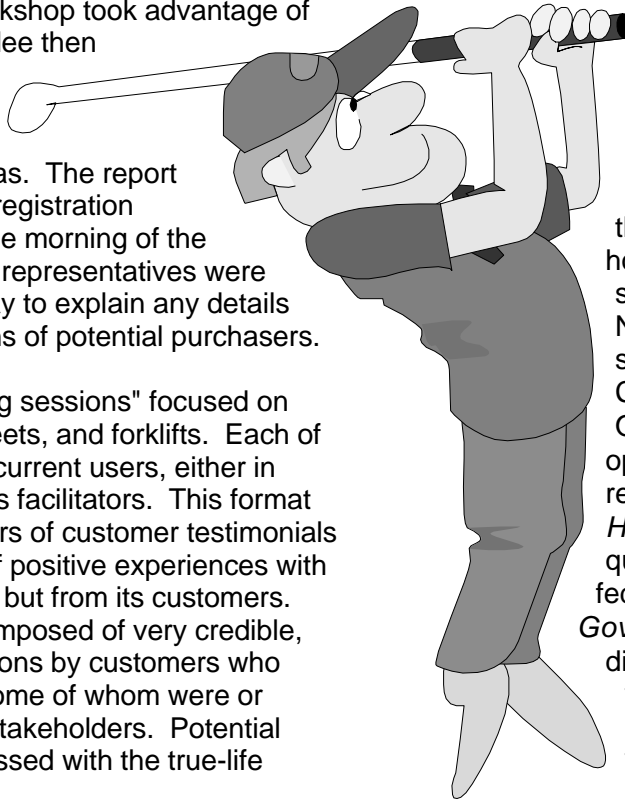
The workshop "meeting sessions" focused on public fleets, private fleets, and forklifts. Each of the sessions featured current users, either in panel discussions or as facilitators. This format stimulated several hours of customer testimonials through descriptions of positive experiences with NGVs -- not from MFS but from its customers. The entire day was composed of very credible, enthusiastic presentations by customers who were sold on NGVs, some of whom were or became Clean Cities stakeholders. Potential customers were impressed with the true-life

experiences of clean NGVs. MFS held a drawing for a compressed natural gas (CNG) conversion at the day's end. No one left the workshop before the drawing.

NGV Open

MFS sponsored its first-ever golf tournament a few months later. But, to be effective, it had to be a "selling" opportunity for NGVs. So, the company organized 19 foursomes, each comprising two prospective purchasers, one current NGV user, and one MFS NGV sales representative. Each foursome had the ideal make-up to result in some positive exchanges about NGVs. But how to stimulate the discussion?

MFS obtained permission from the golf course to name all 18 holes with custom-designed signs, sporting NGV-related monikers. Names like *"The LOCO Hole"* stimulated conversation about low CO emissions from NGVs. *"The ObNOXious Hole"* provided an opportunity to discuss NOX reductions. *"The President's Hole"* opened the door to questions and answers about federal tax incentives. *"The Governor's Hole"* was an entree to discuss Utah's tax credit program for dedicated and converted NGVs. MFS created a five-hour focused discussion about NGVs,



AFVs, and implications for Clean Cities across America. The existing users all had positive tales to relate, so we observed our existing customers "selling" to potential customers. It is difficult to furnish information more credible than that!

The NGV Open was a hit with potential customers, because it provided much more than a golf outing. It supplied important NGV information in a very entertaining, and believable, fashion.

BE A RESOURCE

Get to know your city's editors and reporters, including TV and radio personnel. When issues come up regarding clean air, seek to be quoted. If you get a question that is "national" in scope, refer to the Clean Cities Hotline. If the answer isn't there, call me. I have other sources. After you get the information, be sure YOU are the one to call the reporter back. This makes you and Clean Cities a known and reachable source for reporters.

St. Louis and **Long Beach, California** have established excellent press relations on a continuing basis.

changes according to the clean fuel being featured. Reporters also get a DOE information sheet that removes the "mystery" surrounding each of the fuels by providing a glossary on the proper "lingo," as compiled by DOE. This preparation can be important because few reporters have backgrounds on the subject. For example, what's an LEV, LNG, or oxygenated fuel?

Greater Philadelphia Director **David Byerman** will host a luncheon for environmental reporters.



In **Austin, Texas**, the Clean Cities office prepares the

press prior to

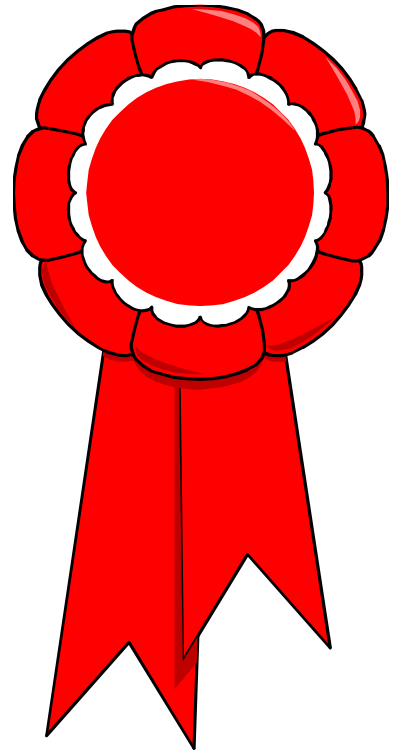
every event involving clean-fuel vehicles. The Clean Cities office sends the press a list of experts on technology, legislation, emissions, etc., well before the event day. The expert lineup

EDUCATION

AFVs are integrated into the environmental education program in **Salt Lake County, Utah** high schools. The Utah Office of Energy Services sponsors a computer program that demonstrates the environmental impact of personal lifestyles. NGV specialists from Mountain Fuel Supply Co. show NGVs and tell students about the Clean Cities program and the importance of AFVs to the air and the economy. For more details, contact **Linda Neilson** of the Utah Office of Energy Services at (801) 538-8690.

The Technology Committee of the **WCC-SEA** Clean Cities Coalition recognized the need to train mechanics for government and private fleets on working with clean fuel vehicles. In cooperation with the Milwaukee Center for Alternative Fuels, the committee brought in instructors from Canada and Texas. Twenty-four fleet mechanics received instructions on liquefied petroleum gas (LPG) and compressed natural gas (CNG) engines. Plans are to repeat the program in the spring, perhaps on different fuels.

The **WCC-SEA** Clean Cities Coalition also reached out to elementary schools, preparing them for Fueling the Future. For the second year, fifth graders in 732 schools will participate in a poster contest. As it was last year, 500 of the best posters will be displayed in the Clean Cities booth at the **International Alternative Fuels Conference** in Milwaukee. The coordinator is Nicole Anderson at (608) 267-9389. A brochure on the conference is available by calling (800) 447-5088.



FUTURE ISSUES

The ***Clean Cities Communicator*** is produced for the Coordinators of Clean Cities programs across the country as a way to share experiences, successes, and lessons learned. We need your contributions to make the ***Communicator*** work. Let us have your input for the next issue. Keep us informed. We are looking for more case histories such as the two described on page 2. Does your Clean Cities Coalition publish a newsletter? If so, put us on your mailing list.

The next issue of the ***Communicator*** will focus on the newsletters, World Wide Web Home Pages, and the Internet. We will include information on the National Clean Cities Home Page and Internet addresses. Send us your Internet address, and any information on how your Clean Cities coalition is using the Information Highway, for inclusion in the next issue.

Clean Cities Communicator

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